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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/345,223	06/30/1999	DEAN J. BLACKKETTER	14531.82.2	9972
47973	7590	10/20/2005		
WORKMAN NYDEGGER/MICROSOFT 1000 EAGLE GATE TOWER 60 EAST SOUTH TEMPLE SALT LAKE CITY, UT 84111				
			EXAMINER BROWN, RUEBEN M	
			ART UNIT 2611	PAPER NUMBER

DATE MAILED: 10/20/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

DETAILED ACTION

Response to Arguments

1. Applicant's arguments filed 5/18/05 have been fully considered but are not persuasive. In particular, applicant argues throughout that Rosser does not disclose the use of a "template". Examiner respectfully disagrees and points out that the LVIS information may comprise audio/video information, (col. 7, lines 40-45) which may be stored in the terminal, as well as control information used to determine which advertisements are inserted with which audio/video, (col. 7, lines 45-58 & col. 14, lines 25-55).

Thus, when the system stored video data in storage 152, the video data reads on the claimed 'template'. However, the claimed 'formatting information', is broad enough to read on the information that is stripped off of a video signal, (i.e. VBI), that is used to decide which insertion(s) should be made, such as model information, occlusion mask, required viewer profiles, etc., col. 7, lines 45-58; col. 10, lines 5-20 & col. 14, lines 40-58.

As for the low-bandwidth data service channel, Rosser clearly teaches that this LVIS information may be transmitted in the VBI, see col. 10, lines 11-20.

Applicant goes on to argue on page 13 that Rosser fails to teach any method that an advertisement or other content is separated into templates and content, wherein the templates are

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stored on the client system, and the content is transmitted on low-bandwidth channel. Again examiner points out that Rosser teaches that the audio/video (template) may be stored in storage 152. Then various control codes are transmitted in the VBI, which determines which advertisement is displayed in which TV program, and how the advertisement is displayed, col. 10, lines 10-20.

Claim Rejections - 35 USC § 102

2. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

3. Claims 1-10, 12-21 & 23 are rejected under 35 U.S.C. 102(e) as being anticipated by Rosser, (U.S. Pat # 6,446,261).

Considering claim 1, Rosser meets the claimed subject matter by teaching that video objects may be transmitted to a subscriber's terminal and stored in memory, col. 7, lines 50-59, wherein insertions 58 & 60 may be locally stored. Rosser also discusses that LVIS information may be stripped from the VBI of a TV signal by an interpreter 164 and stored in data storage 168.

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The LVIS information is mixed with live video information by the mixing unit 102 (col. 10, lines 36-45) or mixer 165 (col. 14, lines 55-60). Thus the claimed method for creating custom advertisements in a timely manner for display with a TV program, such that the custom advertisements include custom advertisement information that can be transmitted over a low-bandwidth channel, comprising storing in a receiver an advertisement template that is identified by a first resource identifier reads on the disclosure of Rosser, see col. 14, lines 26-67.

Rosser teaches that the LVIS information may be stored in a subscriber's terminal, the content of the video is advertising information, Abstract, col. 13, lines 49-51 & col. 14, lines 10-20.

The claimed feature of monitoring low bandwidth data service channel for an advertisement summary that is addressed to the advertising template, such that advertisement summary includes a second resource identifier and custom advertisement information reads on the disclosure of Rosser that the LVIS may be transmitted in the VBI, wherein the interpreter 164 detects & extracts the LVIS, col. 6, lines 61-67 & col. 10, lines 11-20.

As for the additionally claimed feature of creating the custom advertisement by combining formatting information from the advertisement template and custom advertisement, when it is determined that the first and second resource identifiers match, Rosser discloses that the information that is stored at the subscriber terminal (i.e., video data) is combined with

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specific format information that is transmitted over the VBI to create a custom image; see col. 3, lines 15-25; co.. 7, lines 33-45 & col. 10, lines 36-45.

As for the additionally claimed feature that the entire custom advertisement cannot be transmitted over the low-bandwidth channel, Rosser teaches that one portion of the advertisement is standard video, which is not transmitted over a low-bandwidth channel, col. 7, lines 42-45 & col. 10, lines 45-47 & col. 14, lines 65-67.

Considering claim 2, Rosser is directed to custom advertising, see Abstract.

Considering claim 3, the custom advertisement in Rosser may include multiple additional objects added to an advertisement.

Considering claim 4, the resource identifiers in Rosser identify the components of the custom advertisement and are at least local to a subscriber's system, such as insertions 58 & 60; col. 750-60.

Considering claims 5, 12-14 & 21, comprise elements that correspond with subject matter mentioned above in the rejection of claim 1, and are likewise treated.

Considering claim 6, the custom advertisement of Rosser may be broadcast to a plurality of receivers.

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Considering claims 7-10, see col. 6, lines 61-67 & col. 10, lines 11-21. Also Rosser discloses that the broadcast video signal may be digital, analog, PAL, SECAM, HDTV, etc., (col. 10, lines 45-51).

Considering claim 15, see col. 17, lines 55-67 & col. 21, lines 35-40.

Considering claim 16, Rosser teaches the use of the Internet, which uses hyperlinks, col. 10, lines 54-57 & col. 11, lines 50-60.

Considering claims 17-18, the claimed time stamp and time-out features read on Rosser, col. 13, lines 19-26 & col. 14, lines 41-44.

Considering claim 19, see col. 4, lines 49-54.

Considering claim 20, Rosser discloses that the advertising stored in audio/video storage 152 may be retrieved and displayed at its appropriate time or at least when a viewer changes channel, which reads on the claimed subject matter, col. 13, lines 21-28.

Considering claim 23, Rosser is directed to displaying custom commercial advertisements.

Claim Rejections - 35 USC § 103

4. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

5. Claims 11 & 22 are rejected under 35 U.S.C. 103(a) as being unpatentable over Rosser.

Considering claim 11, Rosser does not discuss any checksum technology. Official Notice is taken that at the time the invention was made, error-checking techniques in data transmission was well known in the art. It would have been obvious for one ordinary skill in the art at the time the invention was made, to modify Rosser to include an error checking algorithm at least for the known improvement of determining whether received data is corrupted.

Considering claim 22, Rosser teaches the benefit of using a low-bandwidth data channel but does not disclose the formula recited in the claim. Official Notice is taken that at the time the invention was made, bandwidth optimization techniques were known in the art. It would have been obvious for one of ordinary skill in the art at the time the invention was made, to operate Rosser in a manner such that the stored data is of a value that is relatively small, at least in order to conserve memory space at the subscriber's terminal.

Conclusion

6. THIS ACTION IS MADE FINAL. Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire **THREE MONTHS** from the mailing date of this action. In the event a first reply is filed within **TWO MONTHS** of the mailing date of this final action and the advisory action is not mailed until after the end of the **THREE-MONTH** shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than **SIX MONTHS** from the mailing date of this final action.

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Any response to this action should be mailed to:

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or faxed to:

(571) 273-8300, (for formal communications intended for entry)

Or:

(571) 273-7290 (for informal or draft communications, please label
"PROPOSED" or "DRAFT")

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Reuben M. Brown whose telephone number is (571) 272-7290. The examiner can normally be reached on M-F (9:00-6:00), First Friday off.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Christopher Grant can be reached on (571) 272-7294. The fax phone numbers for the organization where this application or proceeding is assigned is (571) 273-8300 for regular communications and After Final communications.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Reuben M. Brown


**HAITRAN
PRIMARY EXAMINER**